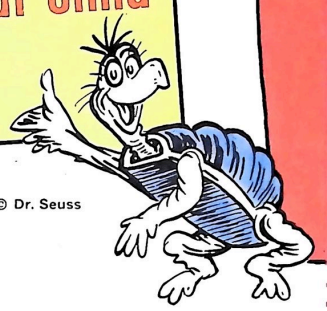
AMERICANA INTERSTATE CORP.
501 East Lange Street
Mundelein, Illinois 60060

Announcing a special Dr. Seuss surprise for parents and children:

The big treasury of exciting Dr. Seuss adventures pictured inside this letter is waiting for your child for 10 days' FREE FUN!



Illustrations © Dr. Seuss

Dear Parent:

Now Dr. Seuss has a marvelous way to help children 7 to 11 years old make tremendous progress in reading!

It's the delightful Dr. Seuss GROWING AHEAD TREASURY -- a magical, mirthful, wonder-packed world of more challenging adventures -- to supplement the reading your child does now, and to give him the incentive to continue building his word and reading skills.

These are BIG volumes: a full $8\frac{1}{4}$" by $11\frac{1}{4}$". They're jam-packed with the same kind of all-out fun that many young readers have enjoyed in Dr. Seuss's famous Beginner Books (such as The Cat in the Hat and Green Eggs and Ham) -- but with this significant difference:

> These BIG new Dr. Seuss stories offer more words, longer phrases, bigger ideas to help your child take his next natural step forward in improving his reading abilities.

As one of our valued friends and customers, you may see for yourself -- without risk or effort -- how readily your child will take to these more challenging reading experiences.

Simply mail the enclosed card today. You'll receive the entire exciting package of these bigger, skill-building GROWING AHEAD ADVENTURES by Dr. Seuss -- to read and enjoy for 10 days FREE!

Just imagine the pleasure in store for your child when he meets a whole new family of hilarious, entertaining and lovable Dr. Seuss playmates ... like Yertle the Turtle, ruler of a turtle pond on the island of Sala-ma-Sond. One day he becomes dissatisfied with his muddy kingdom and threatens to turn into a turtle tyrant -- and sets himself up for a downfall which is as funny as it is fitting.

(letter continued on back page)

NOW –for the first time–you can bring your young reader the enchanting DR. SEUSS GROWING AHEAD TREASURY at tremendous cash savings!

Take ALL 8 of these wonderful Dr. Seuss jumbo-size adventures–they'll delight your child and add immeasurably to his reading skills!

Here's a perfectly thrilling way to give your 7-to-11-year-old a fresh new interest in reading–and provide a special *incentive* to improve his reading skills. It's the delightful DR. SEUSS GROWING AHEAD TREASURY, an exciting wonderland of bigger, fun-packed, more challenging adventures by Dr. Seuss himself. You'll quickly discover how effectively these books supplement the reading your child does and spark continued reading progress!

How does Dr. Seuss build new enthusiasm for reading and stimulate continued growth? By bringing your young reader hilarious, heart-warming, entertaining characters that he *wants* to read about. And these are big (8¼" by 11¼"), exciting books that offer *more* words, *longer* phrases, *bigger* ideas to fill your youngster's rapidly expanding horizons and encourage him to stretch his young mind as far as it will grow.

Picture the extraordinary new pleasures in store as your child enters this more stimulating world of reading experiences. He'll meet an entirely new family of mirthful, magical Seuss characters like Yertle the Turtle, Horton the Elephant, and the kindly Thidwick Moose. Your son or daughter will adore these big growing-ahead adventures by Dr. Seuss. They're timed just right to continue the reading progress he or she has made this year. As your child laughs at the high-spirited wit and glorious pictures in these big Dr. Seuss books, he'll systematically increase his reading vocabulary and skill.

Take all 8 BIG Dr. Seuss Story-Treasures for 10 days FREE!

There are 8 big volumes–13 great Dr. Seuss adventures in the GROWING AHEAD TREASURY. As one of our valued customers, you can bring the entire delightful treasury to your child to read and enjoy for 10 days FREE. That's 8 JUMBO-SIZE volumes including *Yertle the Turtle and Other Stories, Horton Hatches the Egg, Horton Hears a Who!, And To Think That I Saw It on Mulberry Street, The 500 Hats of Bartholomew Cubbins, Thidwick the Big-Hearted Moose, I Had Trouble In Getting to Solla Sollew,* and *The Sneetches and Other Stories.*

When Yertle and Horton and the rest of the crew arrive, let your youngster open the package. We'll address it to him. Then induce him, if you can, to share these Dr. Seuss books with the whole family. We expect you'll all have a marvelous time. If not, simply return the books at our expense and owe nothing.

Enjoy special savings!

If you agree these big Story-Treasures by Dr. Seuss will help your child take his next natural step forward in building reading and language skills, all 8 big Dr. Seuss books are yours–*not* at $23.60, the comparable value in bookstore editions, but for *$8.65 less!* You save nearly 40% on the DR. SEUSS GROWING AHEAD TREASURY! That's 8 jumbo-size volumes, 13 exciting stories, 63 adorable Dr. Seuss characters, over 250 hilarious illustrations, nearly 500 pages in glorious color–all yours for only $14.95 plus a small mailing charge, payable in the convenient monthly installments outlined on the enclosed card.

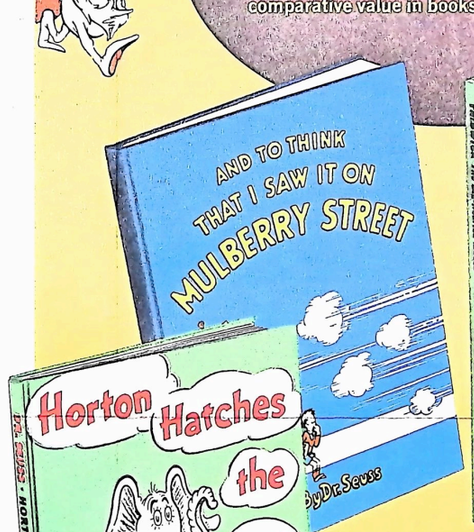
Send no money now– your credit is good with us

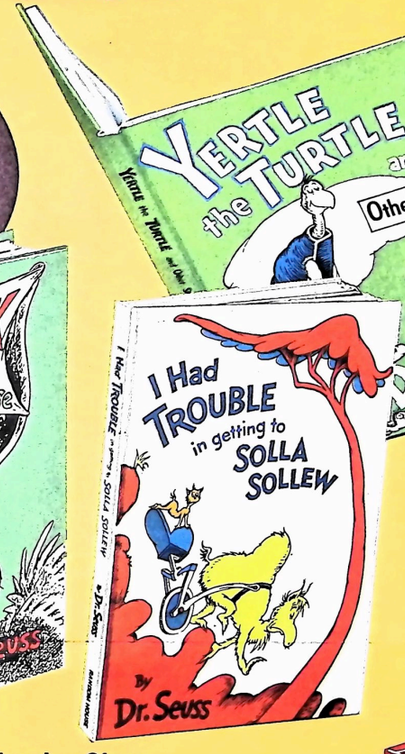
Simply mail the enclosed postage-paid card today. Your child will thrill to these larger, fun-packed, more challenging adventures. As he travels from one big Dr. Seuss adventure to the next, his reading vocabulary will continue to increase, his word skills will continue to improve, and he will be encouraged to keep reading and loving it–all through elementary school. Mail the enclosed card *now!*

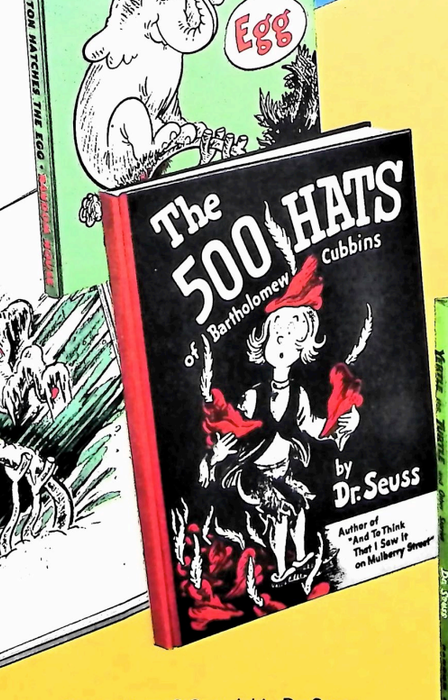
only **$14.95**

(payable in small monthly payments)

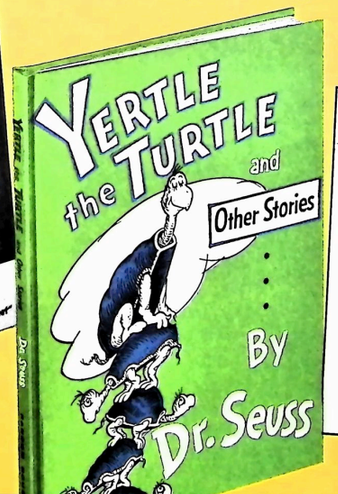
comparative value in bookstore editions $23.60

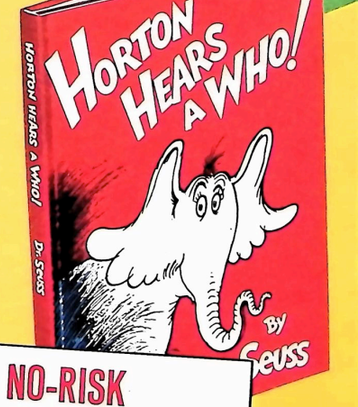






So Horton kept sitting there, day after day.
And soon it was Autumn. The leaves blew away.
And then came the Winter . . . the snow and the sleet
And icicles hung
From his trunk and his feet.
But Horton kept sitting, and said with a sneeze,
"I'll stay on this egg and I vow! let it freeze.
I meant what I said
And I said what I meant. . . .
An elephant's faithful
One hundred per cent!"





- 8 Beautiful Jumbo-Size DR. SEUSS Story-Treasures!
- 63 Adorable DR. SEUSS Characters to Entertain and Entrance Your Boy or Girl!
- Over 250 Hilarious Illustrations!
- Nearly 500 Pages in Glorious Color!

Longer, bigger, more challenging reading experiences supplement current reading, stimulate continued progress!

SPECIAL, FREE NO-RISK 10-DAY EXAMINATION

Reserved for YOU, our Valued Friend and Customer!

Printed in U.S.A.

Illustrations © Copyright, Dr. Seuss

Listen to your youngster chortle with glee as he is caught up in the magic of these BIGGER, MORE CHALLENGING reading experiences -- as he meets the Star-Belly Sneetches, sees remarkable sights on Mulberry Street, travels the tricky journey to Solla Sollew, encounters a moose named Thidwick, or wonders at the magnificent hats of young Bartholomew Cubbins.

Watch how absorbed your young reader becomes in these GROWING AHEAD adventures -- in the spectacularly funny experience of a "one hundred percent faithful" elephant named Horton, who agrees to sit on an egg for a lazy expectant mother bird named Mayzie. Or in the fascinating tale of two stubborn Zaxes, who argue with each other in the most outrageous fashion.

See how quickly your youngster is lured into these new, more thought-provoking stories ... how he tackles the longer phrases, digests the bigger concepts. See how thrilled he is by a sense of achievement as his reading vocabulary continues to grow, his reading level continues to rise.

Take all 8 big Dr. Seuss books for 10 days FREE!

Yes, all 8 of these bigger, more challenging Dr. Seuss books are yours to enjoy for 10 days without paying a cent! We expect you and your youngster will have a marvelous time. If not, simply return the books at our expense and owe nothing.

Otherwise, keep all 8 big books -- not for $23.60, the comparable value in bookstore editions, but for $8.65 less! As one of our established customers, you save nearly 40% on the complete DR. SEUSS GROWING AHEAD TREASURY. That's 8 jumbo-size volumes, 13 exciting stories, 63 adorable Dr. Seuss characters, over 250 illustrations, nearly 500 pages in glorious color -- all yours for only $14.95 plus a small mailing charge, payable (if you prefer) in the convenient monthly installments outlined on the enclosed card.

Mail the enclosed postpaid card today. Send no money now -- your credit is good. Your youngster will adore these big GROWING AHEAD ADVENTURES by Dr. Seuss. They are timed just right to continue the reading progress he has been making recently. As he laughs at the high-spirited wit and glorious pictures, they'll systematically help him increase his reading vocabulary and skill!

Thank you,

Howard Greene

President

PRINTED IN U.S.A.